

EXHIBITING AT LOCAL CONFERENCES AND FAIRS

Exhibiting at local conferences, health fairs and even farmers markets is a great way to introduce the general public to the educational messages of the Weston A. Price Foundation as well as to increase membership.

If you would like to volunteer to coordinate an exhibit, the Weston A. Price Foundation will pay for the booth and will provide you with educational materials and display items at no charge; the Foundation provide coaching if desired. Monies collected for memberships and the sale of materials are returned to the Foundation after the event.

PRIOR TO THE EXHIBIT

1. Contact Cathy Raymond, Outreach Manager, to order exhibit supplies (for both WAPF and FTCLDF) and to register/reimburse exhibit fees, outreach@westonaprice.org, (202) 656-4423.
2. Brush up on the Farm-to-Consumer Legal Defense Fund mission statement and activities, since most WAPF exhibits will include FTCLDF material. www.farmtoconsumer.org
3. Review the exhibit resources page <http://westonaprice.org/exhibit> for more detailed information.
4. Recruit volunteer staff to help you if desired – this is essential for a large, multi-day exhibit.

REMEMBER: Check how many free passes/registrations are included before you recruit!

5. Plan activities to support the three focuses; to educate, to enroll new members and to raise funds for the Chapter.

THREE MAIN FOCUSES

To Educate:

- WAPF and FTCLDF Literature and Table Top Posters

CAREFUL: Use ONLY those handouts, signs or printed materials provided by WAPF/FTCLDF. The content of these materials has been approved by the Board of Directors and may not be changed in any way without the Board's approval. Likewise, the look and colors of our materials were developed by talented graphic artists and provide a uniform and clearly recognizable impression of WAPF and FTCLDF.

- A selection of WAPF-rated thumbs-up books or DVDs
- Food demos (no sampling allowed though)
- Powerpoint presentations
 1. An assortment of printed power point presentations in a binder.

CAREFUL: Do NOT alter the content, layout or appearance of Sally Fallon Morell's copyrighted materials.

2. Raw Milk Powerpoint presentation at www.realmilk.com
3. Nourishing Traditional Diets at www.newtrendspublishing.com/NTDVD/index.php
4. Oiling of America at www.newtrendspublishing.com/OOA/index.php

To Enroll:

- Enroll new WAPF members – when you hand out the *Principles of Healthy Diets* booklet, make sure to point out the membership form in the centerfold. Please review the benefits of membership with them, referencing the new membership poster in your exhibit pack.

SPECIAL MEMBERSHIP PROMOTION – Give one FREE Healthy 4 Life Booklet to anyone who joins during the exhibit, while your supplies last.

- Encourage existing members to renew.
- Build your local Chapter – Have an email sign-up list for Chapter activities and a flyer to advertise future Chapter events.

To Fundraise:

- Buy and resell any approved thumbs-up book or DVD, and non-perishable foods like fermented cod liver oil, coconut oil etc. from approved sources.

CAREFUL: No raw milk, ready-to-eat or perishable foods can be sold or sampled at exhibit. Also, this activity cannot overshadow the most important missions – to teach and enroll.

SHARING THE EXHIBIT

Sharing your exhibit table can be problematic. For one thing, it is important to avoid a conflict of interest. In addition your exhibit table will be full. One exception is the Farm-to-Consumer Legal Defense Fund who splits the cost of most WAPF exhibits and will also be sending materials.

CAREFUL: Avoid promotion of other businesses or non-profits, although it would be great to have your Chapter's Food Resource List at the booth and a sign-up sheet to gather emails.

NO POLITICS PLEASE!

The volunteers represent Weston A. Price Foundation while staffing the booth. Therefore, volunteers must refrain from engaging in political conversations. Volunteers must avoid ANY messages of endorsement or campaigning for a political candidate. Political endorsement jeopardizes the WAPF non-profit status.

EDUCATIONAL MATERIALS PROVIDED

You will most likely receive supplies from three groups, Staples (display aids), WAPF and possibly FTCLDF, if this will be shared booth. FTCLDF offsets the costs for WAPF to exhibit, so they are a welcome partner!!

WAPF provides these items to be distributed at no charge: *Principles of Healthy Diets* booklets and all flyers. FYI: The aprons are for you to wear and keep, not to sell!

WAPF provides these items to be sold: *Wise Traditions* Journals, *Healthy Baby & Heart Disease* issues, *Healthy 4 Life* booklets, shopping guides, pregnancy diet magnets, realmilk.com magnets and bumper stickers. A poster with current prices will be included in the exhibit pack.

FTCLDF provides these items to be distributed at no charge: FTCLDF brochure with application, magnets, handouts and petitions.

FTCLDF provides these items to be sold: *Food Club and Co-op Handbook, Raw Milk Production Handbook, Safe Handling – A Consumer's Guide, Chore Time DVD, Raw Milk Symposium 2010 or 2011 DVDs*, bumper stickers, buttons and organic tee shirts (for selected conferences). A poster with current prices will be included in the exhibit pack.

The amount of supplies will be scaled to match the number of anticipated participants and will likely involve three or more boxes from WAPF alone. Some of them may be heavy, so take care not to hurt yourself! Please make plans for how these will be stored and delivered to the exhibit site.

DISPLAY MATERIALS PROVIDED

WAPF & FTCLDF will send: Table top posters (including the new H4L promotion for new members and Bundle of Savings posters) small and large easels (to display merchandise), credit card transaction forms, shipping tape and UPS return shipment forms.

WAPF & FTCLDF will order from Staples: Plastic exhibit display holders (to display flyers and journals), clipboards, money pouches and pens.

WAPF items for loan: Fitted tablecloths, and if available - 6' Horizontal WAPF logo banner and 8' Vertical Banners in Stands - *Faces* and *They're Happy Because They Eat Butter*. These banners are usually only sent for large events.

VOLUNTEER to provide: Tablecloth (if available), extra tablecloth or fabric to cover exhibit when it is not staffed or overnight, simple office supplies – pens, scissors, tape, paper for notes etc.

REMEMBER: For exhibits with merchandise sales, bring \$100 in small bills for start-up cash.

HANDLING MONEY

Since exhibits have sales possible from three groups (WAPF, FTCLDF and/or the Chapter, in the case of a fundraiser), use three money pouches, appropriately labeled. Remember to bring starter cash for the money pouches and make use of the transaction forms to record credit card purchases.

- Checks: should be made payable to WAPF, FTCLDF and/or your Chapter leader (for fundraiser). Be sure to record a phone number.
- Cash: provide a receipt only if requested, using a transaction form. For payment of membership with cash, be sure to note on the membership form "paid in cash" and the amount.
- Credit Cards: record the card number and other information using WAPF (VISA & MasterCard) or FTCLDF (VISA, MasterCard, Discover, AmExpress) generic transaction forms. Please double check to make sure the expiration date is listed. Also, if you run out of supplies, you can mark "To Ship" next to the item and the office will ship without charging postage.

CAREFUL: Make sure ALL requested information is provided for credit card transactions.

RECRUITING NEW MEMBERS

Although the *Principles of Healthy Diets* brochures are usually sold for \$1.00, we pass them out to interested people for free at exhibits with the intent that we are planting seeds for future harvest. Please call attention to the membership form in the centerfold when you pass them out.

For those who do sign up to be a member, take their completed membership form (removed from the brochure) and payment. Their membership will be processed in two to three weeks. Put payment inside of folded form inside the money pouch.

CAREFUL: Do not provide WAPF new members with their first journal or shopping guide—these will be sent to them in their membership packet. Providing this item doesn't save postage, it only causes duplication.

EXHIBIT TIPS

1. Have fun, keep it light.
2. Avoid the three “Cs”: no need to coerce, convert or cajole.
3. Relax...you know more than you think you know. Some volunteers are nervous because they can't remember specifics. Don't worry if you don't know the answer to a question, direct folks to the website, they'll get more than they bargained for!
4. Our members are the best advertisement for WAPF. Share your experience.
5. Some folks don't want to talk, so having materials in a binder lets them learn without having to engage in conversation.
6. Find the balance. Says one volunteer, “It took me a while to find the right balance, not running people away with my passion or passively smiling and nodding at them as they walked by.”
7. Make sure to move around and meet attendees, speakers, exhibitors, hotel and exhibit hall personnel. The WAPF message is universal and you never know who'll be hungry to hear it.
8. Write us at outreach@westonaprice.org with your tips for other exhibitors. Tell us what worked and what didn't and we'll pass it on.

REMEMBER: Take pictures for us to put in the Wise Traditions journal or exhibit webpage. We like photos showing people. Remember to send us their names and the date and event where you exhibited. Send photos and captions to liz@westonaprice.org.

AFTER THE EXHIBIT

WAPF items to keep for Chapter use or future exhibits: *Principles of Healthy Diets* brochures, flyers, table top posters, plastic stands, easels, money bags and clipboards.

FTCLDF items to keep: brochures, magnets, handouts, membership tabletop poster and plastic container.

Items to return to WAPF using pre-printed UPS labels: Any unsold items including *Wise Traditions* journals, *Healthy Baby & Heart Disease* Issues, *Healthy 4 Life* booklets, shopping guides, pregnancy diet magnets, reallmilk.com magnets, bumper stickers, and any loaned item (banners or tablecloths)

REMEMBER: After the exhibit, you can purchase these supplies at a 40% discount for resale. The prices are: journals, special issues and Healthy4Life \$6/each; shopping guides and magnets \$1.80/each; bumper stickers \$1.20/each.

Items to return to FTCLDF using pre-printed UPS labels: Handbooks, bumper stickers, buttons, DVDs, signed petitions and tee shirts (if provided).

REMEMBER: After the exhibit, Chapter members can purchase these FTCLDF supplies at a 40% discount. The prices are: Raw Milk Symposium CD Sets \$28.20, Chore Time DVD \$21, Organic Tee Shirts \$15; Food Club and Coop Handbook \$7.20; Raw Milk Production Handbook \$3.60; Safe Handling Guide \$3.60; Bumper Stickers \$1.20 and Buttons \$.60.

*CAREFUL: When you send back the supplies, be sure to put your name on the UPS shipping label or inside the box, so you can be credited with the return. **Please return promptly!***

FINAL ACCOUNTING

For the Proceeds: write a personal check (payable to WAPF and/or FTCLDF) for the cash received and **IMPORTANT: put the exhibit name in the note field on your check.**

Send all checks, membership forms and transaction forms to:

Weston A. Price Foundation
4200 Wisconsin Ave., NW
PMB 106-380
Washington, DC 20016

Farm-to-Consumer Legal Defense Fund
8116 Arlington Blvd.
#263
Falls Church, VA 22042

SUGGESTIONS FOR BOOKS FOR DISPLAY OR SALE

A Life Unburdened by Richard Morris - www.newtrendspublishing.com

Eat Fat Lose Fat by Sally Fallon & Mary G. Enig – www.us.penguingroup.com - Call 212-366-2612

Excitotoxins: The Taste That Kills by Russell L. Blaylock, MD - www.russellblaylockmd.com/

Full Moon Feast by Jessica Prentice www.chelseagreen.com

Gut & Psychology Syndrome by Natasha Campbell-McBride - www.gutandpsychologysyndrome.com

Honoring Our Cycles by Katie Singer - www.newtrendspublishing.com

Nourishing Traditions by Sally Fallon and Mary G. Enig, PhD – www.newtrendspublishing.com

Nutrition and Physical Degeneration by Weston A. Price, DDS - www.ppnf.org

Performance Without Pain by Kathryne Pirtle - www.newtrendspublishing.com

Real Food – What to Eat and Why by Nina Planck www.ninaplanck.com/

The Fourfold Path to Healing by Thomas Cowan, MD - www.newtrendspublishing.com

The Grassfed Gourmet by Shannon Hayes - www.grassfedcooking.com

The Nourishing Traditions Book of Baby and Child Care by Sally Fallon Morell and Thomas S. Cowan, M.D. – www.newtrendspublishing.com

The Untold Story of Milk by Ron Schmid, ND - www.newtrendspublishing.com

The Whole Soy Story by Kaayla T. Daniel, PhD, CCN - www.newtrendspublishing.com

The Yoga of Eating by Charles Eisenstein - www.newtrendspublishing.com

Wild Fermentation by Sandor Elix Katz - www.chelseagreen.com

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